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Youtube: Youtube Marketing: 10 Proven Steps to

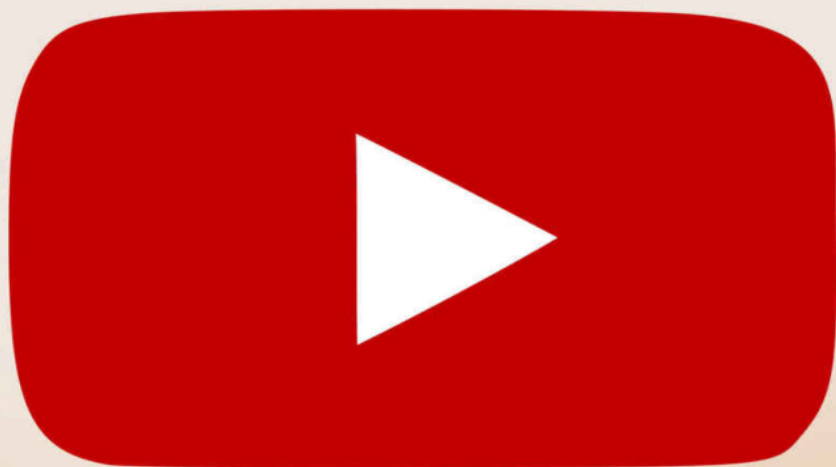
Jerry Kershen

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YOUTUBE MARKETING

10 *Proven Steps to Creating a
Successful Youtube Channel,
Building An Audience, And
Making Money*



JERRY KERSHEN

YouTube

YouTube Marketing: 10 Proven Steps to Creating a Successful YouTube Channel, Building An Audience, And Making Money

Jerry Kershen

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Thank You!

Introduction

Not only should almost all of us be familiar with what YouTube is, but most of us probably use YouTube in our daily lives. After Google, YouTube currently stands as the most popular site for searching, and remember, YouTube is owned by Google. Every day, there are over one hundred million videos that are watched. With these figures, it's very easy to see why YouTube is indeed one of the most popular social networking sites in the entire world. It's also easy to see the limitless opportunities you have with YouTube to make your videos become more popular and market them to the masses. There are some people, frequently known as YouTubers, who make an entire living just by producing high quality videos and getting millions and millions of people to watch them.

The trick to becoming a successful YouTuber is to understand how YouTube marketing works. The less skilled you are at marketing, the less of a chance you will have for your videos to go viral and for traffic to be directed to your channel. And the trick to understanding how YouTube marketing works is to understand how YouTube in and of itself works.

YouTube encourages anyone and everyone to produce, upload, and broadcast their videos on practically any topic you can think of, hence the theme of YouTube "Broadcast Yourself." You can make YouTube videos that are informative and educational, ones that are news related, ones that are funny and meant for entertainment, ones that detail product reviews, ones that follow your daily life, and so on. In addition, your videos can be long or short, they can be professional quality or filmed with an amateur home video camera or your smartphone's camera, and so on. You and you alone get to decide how your videos will be produced.

A significant advantage that you have when you decide to market your YouTube videos is that you start off with Google on your side. As we just mentioned earlier, YouTube is owned by Google. This means that all of the videos on YouTube are indexed by the Google search engine and will be listed in their search results when someone searches for a topic similar to your video.

What's more, is that you don't have to have a YouTube account to watch YouTube videos either. Anyone and everyone can search for videos. You do have to have a YouTube account in order to upload videos, but this isn't too much of a hassle.

In this e-book, we are going to cover how you can successfully market your YouTube videos by using 10 crucial steps, starting with figuring out why you want to start a YouTube channel in the first place to how you can produce your videos so they are of the utmost quality and then to different methods for how you can put your videos out there to increase the chances of any of them going viral.

There is a lot of money that can be had by starting a successful YouTube channel, but remember that it's virtually impossible for your channel to become successful in the first place unless you know how to market it appropriately. That is exactly what this e-book is about.

Step 1: Why Start a YouTube Channel?

Every YouTube channel doesn't begin with a first video. It begins with a concept. And to come up with a concept for your YouTube channel, you have to ask yourself a very simple question: why do I want to start a YouTube channel?

Now if you're reading this e-book, at the very least you've been thinking about starting your YouTube channel for some time now if you don't have a channel already. But it's still important that you ask yourself this question, along with a handful of other questions that we'll get to shortly, so that you can have a clear vision of what you want your YouTube channel to be.

WHY DO YOU WANT TO START A YOUTUBE CHANNEL?

Do you want to start a YouTube channel because you think it will be a fun hobby? Because you believe that you have a lot of knowledge and want to share it with the rest of the world? Because you simply have a passion for producing videos and you see YouTube as a viable route for doing so? Because you have strong opinions and want to reach out to people with them?

Any one of these reasons, or any reason similar to them, is a perfectly viable option for starting a YouTube channel. But if you want to start a YouTube channel because you just want to have a viral video or because you want to try and make a living, then you need to think things over again. Yes, there is a small chance that one or more of your videos goes viral around the internet. Yes, there is a small chance that your YouTube channel becomes successful enough to the point that you can actually make a living off of it. But neither of these are good enough reasons to start a YouTube channel. If these are your reasons, then you're bound to be disappointed.

Remember that becoming a successful YouTuber is all about producing high quality content that you care about and then using

proven or innovative marketing strategies to get those videos out to a certain demographic who the topic appeals to. You need to have a viable reason for doing this so that you have the drive to continue producing and marketing YouTube videos. If you set too unrealistic of expectations for yourself, then when your first video doesn't reach a million views or whatever, you're bound to be disappointed.

WHAT KIND OF VIDEOS DO YOU WANT TO MAKE?

The most successful YouTube videos focus on a specific topic or niche. You should ideally already have an idea of the kind of videos do you want to make. To decide what kind of YouTube videos you want to produce, you first have to decide what the purpose of the video is. Is your video going to be an educational video or is it going to entertain people? Is it going to be you sharing your views with the world or is it going to be you reviewing products? Is it going to be you informing people of current events or is it going to be you interviewing other people? This is just a small handful of ideas for what the purpose of your YouTube videos can be.

After you have determined the purpose of your videos, you can then decide the specific topic that you want your videos to be about. For example, you may decide to upload product reviews, but you can't upload a review of a video game and then a review of a piece of survival equipment, for example, because those are two vastly different things and it makes it less clear what your channel is really about.

Now of course, there are some very successful YouTube channels today that do focus on a variety of topics. For example, there are some educational channels that cover everything from math and science to history and literature. But the fact is that those kinds of topics are interrelated because they target the same audience demographic (something we'll talk about more soon): grade school kids who need help on their homework. A product review channel that covers reviews of video games and movies but also of survival equipment appeals to two vastly different demographics, and in that scenario you would be wiser splitting your channel into two with one on the video game reviews and the other on the survival equipment review.

Above all, it's important that the topic of your YouTube channel be something that YOU are passionate about. You're making a major mistake if you decide to produce content about something that you think audiences will like versus what you like, because audiences will be able to tell that you're not really into whatever it is your producing videos about. But if you are clearly interested and knowledgeable in what you're talking about, then audiences will be more willing to tune it. That's why very successful YouTube channels are out there about obscure topics such as knitting or weird skits.

WHAT IS YOUR TARGET AUDIENCE?

We touched on this one in our answer to the last question: your channel needs to be clearly marketed to a specific target audience. In fact, it is the target audience that largely glues the channel together. We already discussed how an educational channel covering everything from math and science to history and grammar can appeal to the same target audience of middle school or high school students looking for help on their homework. But a product review channel covering survival equipment and video games simply can't appeal to the same audience. That's why it's so critical that you know exactly who your YouTube channel is going to appeal to. By knowing who your audience is, you will know exactly who to market your videos to as well.

Here are some questions to ask yourself about your target audience: how old are they? What video style do they prefer? What parts of the country or the world are they from? Which gender will your videos appeal to more if not both?

One of the best ways to determine what your target audience looks like is to research other successful YouTube channels in roughly your same niche or topic and find out what kinds of people those channels appeal to.

You have to know who your videos are for going forward. You simply have to.

HOW OFTEN WILL YOU BE UPLOADING VIDEOS?

There are a small handful of successful YouTube channels that upload new videos only once a week or even just once or twice a month. Yet there are far more successful YouTube channels that upload one or more videos a day.

The point is that in order for your channel to be successful, you have to post regular content. By posting regular content, we mean posting on a scheduled basis. Ask yourself what you can realistically do. While you may have imagined uploading a new video every day, if you think realistically about it, you may determine that that's not actually doable for you. The good news is that you don't have to upload a new video every day. Just as long as you're uploading them on a scheduled, regular basis, you'll have a greater chance of finding success with your channel. Uploading a new video every week is a good base to start from, as that gives you at least four new videos for your channel a month.

To decide how often you will be uploading new videos, ask yourself how long it will take you to come up with the idea for the video, to film the video, to edit it, and then to upload it. Whatever you do, don't become stressed out over it. The last thing you want to do is be up all night just so you can upload the video in time. You'll want to stick as close to your schedule as possible, but if you don't upload the video right on time it's no big deal. Remember that as long as you're uploading at least one new video a week, you should be good.

Finally, remember to be patient. Don't expect to upload your video one night and wake up the next morning to find it has five hundred thousand views and ten thousand new subscribers to your channel. YouTube channels build up overtime and they build up by the quality of their content and, arguably more so, by the quality of the marketing. In time, you'll gradually build up more subscribers and get more views as you continue producing regular high quality content and use the marketing techniques that we will cover later on in this e-book.

Step 2: How Is It Possible to Make Money with YouTube?

This is probably the burning question that you've been wanting to know this whole time. After all, making money is the primary motivation for many YouTubers who invest their time and effort into their videos and marketing efforts (after their passion for the topic of the content, of course).

So we'll make things easy for you and answer this question now: yes, it is very much possible to make money with YouTube. And is it possible to make a living by making YouTube videos? Well, there are a handful of people who do, but it's not realistic to think that you'll be earning enough to pay all of your bills to begin with. It just isn't.

So while you can't realistically make a living off of YouTube in the first weeks or months or even in the first years of starting your channel, it is possible to make a little bit of extra money on the side. This is why many people who run successful YouTube channels will also have an additional job for more regular income in order to pay their bills. The more subscribers and views you have, the more money that you will be able to make.

Here are some ways that you can increase the amount of money that you make with YouTube:

HAVE AN AUDIENCE

Above all, you need to have people clicking to watch your videos. As you build up your audience, you'll also be able to boost your monetization. To get people watching your videos, remember to post regular content, above all else. Don't overdo it to the point that you're exhausting yourself, but you need to be uploading videos on a regular basis rather than a sporadic basis. Uploading one new video every one to two weeks is better than uploading three videos one week, no videos the next two weeks, four videos the next week, no videos for the next three weeks, and so on.

Make sure that your videos fulfill a specific niche and are clearly marketed towards a specific audience. To get people liking you more and making them more likely to subscribe to your channel, talk with them and answer their questions in the comments section below. Share your videos on social media outlets. Facebook, Twitter, and Reddit are among the most viable options for this. We'll talk about sharing your YouTube videos via social media in a later chapter.

MONETIZING YOUR VIDEOS

In order to make any kind of money at all from your YouTube videos you have to monetize them, which translates to you permitting YouTube to set up ads before and during the video that people can click on. In order to monetize your videos, however, you have to confirm that no copyrighted material exists in them. You also get to decide if you want to monetize all of your videos or only some of them. Remember that the more subscribers and viewers you have, the more ads will be clicked and the more money you can make.

GOOGLE ADSENSE

Another way to make money with your YouTube videos is to set up AdSense from Google. Anyone who is over the age of eighteen and with a mailing address and checking account is able to do this. Once AdSense has verified you, you will earn money with each click of an ad AND with each view. However, the amount of money that you make by views is FAR LESS than by the click of the ads.

ANALYZE YOUR VIDEOS

You can keep track of the analytics of your videos to see which specific ones are earning the most money on your channel and which demographics each video is appealing to. This is one of the best ways to also see which videos have resonated the most with your audience.

PARTNER WITH YOUTUBE

Finally, once you have secured a large number of subscribers and views with your videos, you'll be able to partner with YouTube where you get access to more tools from YouTube to create more videos and where you can even win prizes depending on how many views you have. Anyone can partner with YouTube as long as they are a YouTube member with a channel that has been watched for over fifteen thousand hours in the last three months.

Step 3: Know Your Content

Not only must you be passionate about the content that you're producing, you have to be knowledgeable about the content that you're producing. If you're making educational videos about math and science for instance, you better know your math formulas and your science facts. Or if you're filming short humorous skits, you better know how to entertain people and keeping them laughing throughout the run time of the video.

But knowing the content you put on YouTube goes beyond this. Not only do you have to be extremely knowledgeable and passionate about the subject matter of the videos you are producing, you also need to know exactly how that content relates to the audience and what makes your channel stand out from other channels that are roughly in the same niche. This is key to ensuring a successful marketing of your YouTube channel.

Don't mistake what we're saying here. You can't possibly think that you can create a YouTube channel that directly appeals to every little thing audiences crave videos for. You simply don't have the resources or the time to do so. But what you can do is directly appeal to a certain section of what audiences want to view and then gradually build up your viewer base from there. Let's figure out how you can do that:

KNOW HOW TO CREATE YOUR CONTENT

We don't mean you know how to use proper camera angles, how to color correct your videos in editing, how to insert music into the videos, and so on (even though all of that is important for enhancing the quality of your videos). What we mean is that you need to know how to create your content so that it has a unique voice that clearly discriminates you from other YouTube channels in the same niche.

Your channel needs to tell an entirely different story from other YouTube channel in a way that can be entertaining, funny, educational, inspiring, unique, or a combination of any of those

things. And not only do you need to people clicking on your videos, but you need to get existing viewers coming back for more. They need to be looking forward to the next upload and you will also need to have them wanting to tell their friends about your channel. It all comes down to not only the physical quality of your content, but the unique voice that you infuse into it as well.

KNOW HOW TO COLLABORATE YOUR CONTENT

When we say ‘collaborate your content,’ what we mean is that you need to know how to unite your channel or your brand with people or another brand who can spread your content. This is something that we will cover in much greater detail in a later chapter in this e-book, but what we can tell you now is that the best example of someone to collaborate your content with is another popular blog that deals with the same subject matter.

Popular blogs obviously have an existing fan base that they can reach out to in order to get your content spreading. In short, collaborating your content means broadening how relevant it is and finding a dedicated and enthusiastic fan base for it.

KNOW HOW TO GET PEOPLE PARTICIPATING IN YOUR CONTENT

Finally, you don’t just want people watching your videos. You want them participating with your content. Include a call to action in your videos that will get people wanting to interact and communicating with you. Obviously one way to do this is by answering questions via the comments section, but another way is to hold competitions and have prizes or hold Q&A videos that will get people engaged with your channel rather than just being simple viewers.

Step 4: Who's Your Audience?

It will be impossible for your YouTube channel to be successful without first having a clear target audience. In other words, you need to clearly know the demographics of your audience based on who is the most likely to watch your content.

Here's the good news: over three hundred hours' worth of videos are uploaded to YouTube EVERY SINGLE MINUTE. This means that there is something for everybody on YouTube, and all you have to do is directly appeal to an incredibly small fraction of those people.

Right now, YouTube is popular with both genders but men tend to watch YouTube videos more than women do. Men also make up the majority of viewers in the overwhelming majority of YouTube categories. Of course, this doesn't at all mean that women are not a viable target audience. Men are just more into YouTube videos and channels that deal with things such as video games, sports, cars, outdoor DIY projects, and so on. Women are more likely to watch videos and channels on topics such as beauty and fashion, music, and similar things. People of either gender will be likely to watch channels and videos dealing with things such as a workout and exercise, funny skits, and animals and pets.

But gender is certainly not the only demographic to take into account when making YouTube videos. Another clear demographic is age. Believe it or not, but people of all ages watch YouTube videos, including older people and seniors. However, the largest age group of YouTube videos is easily millennials. Not only are the strong plurality of YouTube users millennials, but millennials spend far more time watching videos on YouTube than people of other demographics do.

Can you appeal to older people with your YouTube channel? Of course. Many successful YouTube channels with a primary audience of people age 65 and older out there. Just know that millennials are the most active people on YouTube and offer the largest age demographic for your videos to reach out to. In the end, though, it all comes down to the type of content that you are creating.

Step 5: Producing the Videos – Quality First

While successful YouTubers all have different kinds of videos from each other, they are all the same in the fact that they are made with professional quality. There are a lot of very bad and amateurish videos on YouTube with terrible camerawork, low quality video in the first place, and little to no editing work. These kinds of videos naturally turn people away for obvious reasons.

We're not saying that you have to produce the absolutely highest quality videos possible with a professional film set and what not, but we are saying that your videos need to look high quality when people look at them. This means having a nice camera, using good camera angles, and having some nice editing work done.

Here are some tips to follow to ensure that your videos are of high quality:

HIGH IMAGE QUALITY

The actual quality of the image on your videos is directly produced by the type of camera you use. What's neat about today's world is that the cameras that come on our smart phones tend to actually be high quality enough for YouTube videos, but if you really want to go professional, consider investing in a camera with at least 1080p, versus the standard YouTube quality of 720p.

HIGH SOUND QUALITY

Your video can't just look good. It has to sound good too. Yes, your camera has a microphone on it, but utilizing an external microphone as well will be a good investment for capturing more sound and making it clear.

CAMERA STABILIZATION

A shaky camera is not just distracting; it can even make some viewers feel sick just by watching your video. Shaky camera shots should only be used in certain action sequences and even then should be used sparingly. Use anything and everything at your disposal to reduce camera shake.

If you're going to be talking directly into the camera, set the camera down on the table or desk directly in front of you. If you don't have a table or a desk, use a tripod, which are cheap and easily available. Or if you're going to be walking while filming yourself, using a stabilizing device to grasp onto while having the camera positioned in front of your face.

All in all, camera stabilization equipment is important to enhancing the overall quality of your video. Don't neglect it.

LEARN CAMERA ANGLES

The best camera angles are those that look natural, are well composed, and use as much natural lighting as possible. Remember to follow the rule of thirds, which means that you divide the frame into three: left, middle, and right, and then the top, middle and bottom. Don't have the subject of your video be focused in the middle as it makes the shot look poorly composed.

VISUALLY APPEALING IMAGES

Your camera shots need to look visually appealing to the human eye as well. This is where utilizing background comes in. Set up your camera shots before you begin shooting footage. If you're going to be filming outside, you have a limitless number of opportunities to use as your background: the blue sky, a forest, and a neighborhood, whatever. Or if you're inside, you can also create your own background whether it be a bookshelf if your video is educational, a kitchen if your subject material is cooking related, and so on.

The point is that background objects in your video will always make it look more interesting and visually appealing overall. In contrast to this, a dull or uninteresting background makes the shot look dull and uninspiring. Your background should not only reflect the subject matter of your video, but it should also reflect the tone of it as well. Be creative and experiment with different backgrounds before you settle on the one you want.

LEARN HOW TO EDIT VIDEO

This one truly cannot be enunciated enough. Even if you use a high quality camera, an external microphone, a stable camera with appealing camera angles, and a visually interesting background, it can all be for nothing if the video appears to be chopply edited.

Don't just invest in the highest quality editing software you can buy. Actually take the time to learn how to use it. Watch videos (ironically enough, on YouTube) and take online tutorials. Learn how to color correct the videos to make them look professional, adjust the sound so that the audience can hear it better, and make the cuts between scenes and shots flow nicely together. Consider including your personal brand logo in the beginning and/or at the end of the video as well.

Step 6: Producing the videos – Search Engine Optimization

The quality of your videos is absolutely important to ensuring a successful marketing of them. Viewers are turned off by videos that look dull, uninspiring, or amateurish even if the message of the video was the opposite of those things. But at the very least, if your videos are of high quality, just know that viewers aren't going to be clicking away from them for that.

But now the hard part comes. Let's say you've filmed and edited your first couple of videos and now the time has come to upload them to your YouTube channel. You've utilized the tips you learned about in the previous steps and the videos have been produced professionally with high quality imaging and sound and thoroughly edited so that they look, feel, and sound professional. Exciting, right?

Well, now comes the hard part. YouTube is a very crowded website. Every minute, one hundred hours' worth of video is being uploaded. That means that the quality of your video, while important, is not enough to make it stand out among the crowd. You still have a lot more work to do, and we're going to start with the second part of producing your videos: search engine optimization.

Now when we think of search engine optimization, often abbreviated as SEO, we tend to think of it when writing blog articles. Basically, SEO when writing articles means that we insert specific keywords into the article that we suspect people will type into their search engine when looking for information regarding your topic, and thus increase the chances of your website ranking high on the search results page... which in turn means you're directing more traffic to your website.

We're going to apply a very similar concept to producing and uploading your videos, starting with:

VIDEO KEYWORDS

It's important that your video rank high on YouTube's search results page to increase the chances of it being viewed, but it also needs to rank high in other search engines as well, especially Google.

Video keywords are keywords that will yield video results on the first page of Google. Let's say that your video is about pets. The title of your video, or the description of it below, should include, "Cute dogs" or "talking parrots" or whatever is in the video because when people type either of those things into their search engine, your video will then show up on Google's search results page.

TITLES

The titles of your videos are going to be more important than you realize. As we just saw, you would be wise to include video keywords in your title to increase the chances of the video showing up on Google. In fact, the title of your video is the most critical aspect of SEO in regards to your video. It needs to contain keywords that are relevant to ensure a high ranking in search engines, while simultaneously being creative or alluring enough to the point that people would want to click it.

VIDEO DESCRIPTIONS

YouTube allows you to write a description of your video above the comments section and you should never allow this section to go to waste because it's an excellent opportunity to further utilize SEO and drive people to your videos.

You may notice in several YouTube videos that you watch that the descriptions are short and little more than sentence long. Big mistake. Write the longest descriptions that you can. Okay, maybe not the 'longest' descriptions, but you

should write descriptions that are a few paragraphs in length. Include video keywords in those paragraphs that will enhance the overall search engine optimization of your videos.

A CALL TO SUBSCRIBE

Include a call to subscribe in your video descriptions. You'll be surprised by how many people actually read the YouTube descriptions and furthermore by how many will subscribe if asked to do so in the description. The more people you have subscribing to your channel, the more YouTube will begin to recognize you and the more money you'll be making with ads. Always include the call to subscribe at the very end of your video description.

Step 7: Reaching Out with E-Mail

One of the most effective but also most little known ways to direct traffic to your videos is to reach out to popular bloggers and YouTube stars who write about or film topics similar to your videos via e-mail and ask them to share your videos with their readers. This is a very efficient means to spread the word about your YouTube channel and what's also neat about it is that once you have sent in the e-mail and the blogger has indicated they would like to share your video there's nothing left for you to do.

Your goal with this is to integrate the mission of your channel with popular bloggers to boost your influence across the internet. Many bloggers do not have YouTube channels of their own, but they are eager to post videos that demonstrate or talk about the topic of their blogs. Your YouTube videos could be just the videos that they are looking for.

However, you don't want to start e-mailing popular bloggers right after launching your channel. Instead, wait until you have built up your views and especially your subscriber list before you begin messaging bloggers. Otherwise, they won't believe that you are very credible and will feel less comfortable about linking to your videos or recommended your channel.

Let's go over an additional method that you can use for marketing your YouTube channel with e-mail:

TURN YOUR SUBSCRIBERS INTO E-MAIL CONTACTS

The reasoning behind this is simple. You ask your subscribers (and viewers) to take a visit to your website. This is why it pays to have a website for your YouTube channel in the first place.

At your website, you then ask them to subscribe to your website and thus have them give you their e-mails. When they subscribe, you should also offer a free giveaway such as a free guide about the topic

of your YouTube channel. You should also update each website subscriber of every new video that you release.

Don't be surprised if your e-mail subscriber list is actually larger than your YouTube subscriber list. The reason why is because you can offer more to your followers via e-mail subscriptions than you can via YouTube subscriptions. Build your relationships with these subscribers by holding contests, updating them of new videos, asking them what they would like to see in future videos, and offering free giveaways periodically.

You may even decide that you want to sell products or services to your subscribers. Many successful YouTube channels have T-shirts, coffee mugs, car bumper stickers, and other similar things that they will sell to their subscribers and also hold contests for as well. The stronger the relationship you build with your customers, the more they will trust you and the more profit that you will make.

You will also gain more subscribers to your website by e-mailing the popular bloggers like we discussed earlier in this chapter. They will direct people over to your website and YouTube channel and you will see your subscriber and viewing numbers only continue to increase.

All in all, e-mail is a great way to reach out to people, increase your relevancy and influence, and boost your subscribers and viewers. To use e-mail effectively in YouTube marketing, just follow these steps:

- Build up an existing YouTube subscriber list and viewing base
- Start a website for your YouTube Channel
- E-mail your list of popular bloggers who write about topics similar to what your YouTube Channel is about to direct traffic to your website
- Sell products on your website, such as your brand logo on T-shirts or hats
- Build relationships with your e-mail subscribers via free giveaway, updates, questions about what they want to see for the future, and direct interactions

Step 8: Advertising

You shouldn't just consider YouTube advertising. You should embrace YouTube advertising. In fact, paid advertising and media is an incredibly effective component of an overall successful YouTube channel marketing campaign.

Some examples of advertising that you can use include YouTube advertising and AdWords from Google. Between these two, YouTube advertising is likely going to be more effective for you. The reason why is because it can deliver you results through a wide variety of methods, such as targeting demographics by behavior and by geographical region.

The whole point to advertising with YouTube isn't just to attract attention to your channel, it's to put out calls to action to your subscriber list and viewer base and increase their engagement with your channel. This can lead to an increased number of shares of your videos on social media.

You should absolutely consider paid search advertising for your YouTube videos. For instance, by using Google's AdWords, you can make short ads that will directly link either to your YouTube channel page or to one of your more popular videos. Google targets the ads in a way so that someone will see them at the specific moment that they are searching for content online that matches any keywords you have with your video content (again, SEO comes into play here).

COST OF THE ADS

These ads work by using PPC, or pay per click. To you, this means that you will only pay when someone clicks on the link that is featured inside of your advertisement. Remember that only a small percentage of the people who see the ad will actually click the link. You're paying for the clicks, not for the views.

The cost of the actual click is largely dependent on how popular the

video keywords are that you select. So to put this into perspective, let's say that Google informs you that the cost per click is 30 cents and you have a budget of ninety dollars. This translates to your ad generating 300 new views for one of your videos in the best case scenario. Now obviously it would be better if your budget were greater and the cost per click less than that, but that's just an example.

CREATING THE ADS

Creating the ads is extremely important as well. Everything in the ad, from the words to the individual characters, needs to have a purpose and contribute to the overall message that you are trying to convey. You want to increase attention to your ad in order to increase your views, so your ad needs to be at least somewhat creative. Remember that people are seeing ads to YouTube channels and videos all the time, and they don't click on most of them. You need to draw their attention and intrigue them to want to learn more about your channel and videos.

RUNNING MULTIPLE ADVERTISING CAMPAIGNS

The beauty of keyword advertising is that it allows you to quickly create a viewing audience of your YouTube channel. The objective of advertising is not necessarily for your videos to go viral (that's better served by social media marketing, which we will get to next), but rather for you to gain attention to your YouTube channel early on and secure some initial subscribers.

However, how large your advertising campaign is all comes down to your budget. If your budget is large enough, you should strongly consider running several advertising campaigns, with each campaign being distinguished from one another via the keywords that they use or a different video of yours that they link to.

Step 9: Prioritizing Social Media

Marketing your YouTube channel via social media will always boost your visibility. Social media places such as Facebook, Twitter, and Reddit are excellent examples of where you can spread the word about your YouTube channel. However, the specific social network that is the best suited for marketing your video is depending on the content you produce and your target audience.

There are many people today who found their favorite YouTube channels specifically by discovering them via social media sites such as Facebook and Twitter especially.

Why is social media such an effective place for spreading the word about your YouTube channel? The answer is because it doesn't only allow you to begin developing more followers for your channel, but it also allows you to directly interact with one. Remember to include keyword hash tags in your posts and tweets. This way people who don't even follow you will pick up on you just by searching certain keywords.

You should absolutely link to your YouTube channel, or at least to a specific video, and also write up a brief preview of what users should expect if they click the link and watch the video.

Once people start picking up on your hash tag keywords and clicking your video, it will then also be extraordinarily easy for them to share your link with their friends. If they ask any questions in the comment section, you can easily reply to them right then and there.

Furthermore, you can also address any of your followers directly by privately messaging them. This is your chance to show that you care about your most dedicated followers and also a chance for you to offer any subscriptions to your website (assuming you have one) and to any contests that you will be holding.

What you have to be careful about is to avoid making your

interactions with your followers feel like intentional advertisements. If you do, it will only serve to drive your followers away and spread negative feedback about your channel.

All things considered, it's arguably easier for you to build an audience for your YouTube channel on Facebook than it is on Twitter. The reason why is because you only have to embed the links to your videos on your Facebook updates. You can also describe the videos in more detail in the previews than you would have been able to do on Twitter.

When setting up a Facebook page for your YouTube channel, always set it up either under the 'local business or place' or the 'brand or product' option.

With Facebook, not only will you be able to enhance the online presence of yourself and your YouTube channel, but users on Facebook will also be able to locate your page via keywords that you include in your titles and descriptions. SEO is important when marketing your YouTube channel, and it's certainly no less important when it comes to social media.

The best thing about using social media for your YouTube marketing campaign is that it's easily the best way to get any of your videos to go viral. Videos that become popular spread VERY QUICKLY through social media through sharing. This is why if you want your YouTube channel to gain attention and gain attention fast, sharing your videos via social media outlets and sites such as Facebook, Twitter, Reddit, and more is an absolute necessity.

Step 10: Think Outside the Box

The most popular and successful YouTube channels are those that engage the world. This means that they produce content that connects with people, regardless of whether that content is funny, informative, dramatically moving, innovative, and so on. In order to engage with the world in this way and make yourself a YouTube celebrity, you have to think outside of the box. Do something either in your content or in your marketing that is different from your competitors so you'll stand out and people will be drawn to you.

Here are four ways for how you can think outside the box to increase your overall marketing potential:

CREATE A VIRAL VIDEO

Easier said than done, right? Every aspiring YouTuber hopes that they'll create the next video that goes viral across social media and the internet and get the world all caught up in a frenzy. But while it's not guaranteed that you'll make a viral video by any means, you can increase the chances of you doing so by following some specific tips when making your videos.

The first tip is to make your videos simple, simple, simple. If you notice a common pattern across most if not all other videos that have gone viral, it's that they are very simplistic, and also tend to be short as well (as in only a couple of minutes or less). The reason why is because humans naturally have short attention spans. It doesn't take much to direct our attention to something else from whatever it is we are focused on at the present moment. When we watch videos, we want to consume them quickly and then share them. For these reasons, keep your videos short and to the point, especially if you want to try and get them to go viral.

Another trait that viral videos share is how unique they are. This is also better said than done, but if your video feels like yesterday's news or a copycat of a previous viral video, then there is simply no possibility for it go viral.

ENGAGE WITH YOUR COMMUNITY

This is a theme that we have talked about throughout this book: engaging with your subscribers and your viewers. This is arguably a more effective advertising tactic than trying to create viral content because you never know if your video(s) will go viral or not. Only the audience has any sort of control over that; you do not regardless of how much effort you put into it.

But what you do have complete control over is how you engage with your subscribers. Simple things such as answering questions in the comments, holding a Q&A video session, and offering free giveaways of products such as t-shirts and hats with your band logo on it or holding competitions for those things are all simplistic and yet completely effective ways to connect with the YouTube community and becoming more trusted by viewers.

HAVE A THEME

All successful YouTube channels have a consistent theme that runs through them. This theme can be in the form of what your YouTube channel is about topic wise, but it can also be how you approach that topic or what your voice is. As humans, we thrive on narrative, and when a narrative that we are used to adopts a new theme or approach, we become tuned out. You want people to be fully comfortable with you and your channel, and changing your theme or approach to your channel only disrupts that.

If you don't feel that you have a suitable theme yet, develop one.

DON'T STOP PRODUCING CONTENT

We talked about this earlier in this e-book as well. Don't stop producing content. Don't overdo it and think that you have to be producing a new video every single day, but you should definitely be producing content at regular intervals based on what is realistic for you.

Regardless of whether those intervals are three times a week or only one time every week, you need to produce content **REGULARLY AND CONSISTENTLY**. If you can do that, you'll definitely see your viewing and subscriber base build. But if you produce content sporadically or unpredictably, then people will be tuned out of your channel for the simple reason that they don't know when to expect a video.

Conclusion

Congratulations on reading this e-book! YouTube is a place of limitless opportunity and it's right there for you to exploit to get your voice out there and begin making a little extra cash on the side. But your channel will only gain more subscribers and viewers if you know how to market it, and that's what this book has taught you to do.

To ensure a successful marketing of your YouTube channel, the first thing to do is to have a clear vision in mind of what the purpose of your channel is, the specific content that you will be putting out there, and the target audience demographics of your channel.

Then, you need to invest the time, money, and effort into ensuring that your videos are made with decent quality when it comes to camera quality, sound quality, camera steadiness, framing and background, and editing. Don't forget about the potential that exists with SEO and research the strongest video keywords pertaining to your video and then insert them into your video title and video description.

After that, you're ready to begin marketing your videos to the masses within your target demographics. Reach out via e-mail to popular bloggers who write about similar content that you do and ask them if they would be willing to share your videos with their readers, using advertising to increase the amount of money you can make and promote your channel, and then share your videos across social networks so that they gain attention from people they otherwise wouldn't have. Finally, come up with ways to think outside the box so that there can be an extra, unique element in your marketing strategy that your competing channels, if any, aren't using.

There are a lot of successful YouTube channels out there right now, some of which you probably already follow, but they all got to where they are today because they learned how to market their high quality content to the demographics they knew would enjoy their videos the most. With the information in this little e-book, you can now easily do the same.

Thank You!

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